

## Message Text

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PAGE 01 NEW DE 17811 101303Z

46

ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 076372

P R 101127Z DEC 76

FM AMEMBASSY NEW DELHI

TO USDOC WASHDC PRIORITY

INFO SECSTATE WASHDC 9970

AMCONSUL BOMBAY

AMCONSUL CALCUTTA

AMCONSUL MADRAS

UNCLAS NEW DELHI 17811

E.O. 11652: N/A

TAGS: BEXP IN

SUBJECT: CATALOG EXHIBIT - PUMPS, VALVES AND COMPRESSORS

REF: (A) NEW DELHI 5923; (B) STATE 92397

1. WE NOTE FROM "COMMERCE AMERICA" OF OCTOBER 11 THAT USDOC HAS SCHEDULED A CATALOG EXHIBIT FOR PUMPS, VALVES AND COMPRESSORS AT BOMBAY AND NEW DELHI BETWEEN MARCH 14-24, 1977. IN REF (A) WE HAD RECOMMENDED CATALOG EXHIBIT/TECHNICAL SALES SEMINAR FOR PROMOTING SUBJECT PRODUCT CATEGORY AND HAD SUGGESTED THAT IT BE MOUNTED AT NEW DELHI (MARCH 14-17; BOMBAY (MARCH 21-24); HYDERABAD OR BANGALORE (MARCH 28-31); AND CALCUTTA (APRIL 4-6). PLEASE ADVISE SOONEST WHETHER PROPOSED EXHIBIT IS LIMITED ONLY TO BOMBAY AND NEW DELHI OR IT IS ALSO PROPOSED TO BE SHOWN AT THE OTHER TWO LOCATIONS. HYDERABAD/BANGALORE AND CALCUTTA ARE VITAL END-USER AND DOMESTIC PRODUCTION CENTERS FOR EXHIBIT PRODUCT LINE AND THEIR IMPORTANCE IN OUR OVERALL EXPORT PROMOTION STRATEGY IS A KEY FACTOR.

2. THE FY-1977 CCP LISTS A CATALOG SHOW COUPLED WITH A TECHNICAL SALES SEMINAR (TSS). THERE IS NO MENTION OF THE TSS IN "COMMERCE AMERICA" BUT WE HOPE USDOC IS AT LEAST MOVING AHEAD WITH PLANNING AND RECRUITMENT OF AN ITR.

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PAGE 02 NEW DE 17811 101303Z

3. WE ASSUME THAT ALL CATALOGS WILL BE SENT DIRECTLY TO THE EMBASSY

AND THE PARTICIPATING CONSTITUENT POSTS AS IS BEING DONE FOR EIPT  
AND ELECTRONIC COMPONENTS EVENT SCHEDULED FOR JANUARY NEXT YEAR.  
WE WOULD ALSO LIKE TO KNOW THE CUT-OFF DATE FOR THE TRANSMITTAL  
OF CATALOGS THAT HSAS BEEN GIVEN TO US FIRMS BY YOU SO THAT  
WE CAN PLAN OUR WORK SCHEDULE AND PRINTING OF DIRECTORY ACCORDINGLY.

4. ARE ANY VTRS/INDUSTRIAL FILMS OR SLIDE PRESENTATIONS  
GOING TO BE MADE? IF SO, WE WOULD NEED TO HAVE THESE NO LESS THAN  
SIX WEEKS PRIOR TO THE SCHEDULED EVENT TO ENABLE US TO OBTAIN  
APPROPRIATE GOI CLEARANCES, IF REQUIRED.

5. WE SHALL APPRECIATE YOUR EARLY RESPONSE TO FOREGOING TO ENABLE  
US TO GO AHEAD WITH SUBMISSION OF BUDGETARY ESTIMATES, ADMINISTRA  
TIVE ARRANGEMENTS, AND SCHEDULING OF OUR WORKLOAD.SCHNEIDER

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## Message Attributes

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